Famous Entrepreneurs in History Project

INTRO TO BUSINESS Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

36 Points

You are going to research a famous entrepreneur of your choice. There are several listed below if you don’t know who to choose. Each person in the class will have a different entrepreneur.

Some Famous Entrepreneurs:

Mary Kay Cosmetics - Mary Kay Ash

Ben Cohen & Jerry Greenfield - Ben &

Jerry’s Ice cream

Jon Menard - Menards

Sam Walton - Walmart

Debbi Fields - Mrs. Field’s Cookies

Ray Kroc - McDonalds

Robert Wood Johnson - Johnson & Johnson

Carl Kiekhaefer - Mercury Marine

Bill Gates - Microsoft

George S. Parker - Parker Bros.

John Deere - John Deere

Jim & Dick Cabela - Cabelas

Henry Ford - Ford Motor Company

Andrew S. Grove - Intel

Masaru Ibuka & Akio Mortia - Sony

John Schattner - Papa John Pizza

You need to find out the following information:

• History

o Date of birth

o Where did they go to school – high school, college, went to school until grade 9, etc.

o What was their motivation to become an entrepreneur – liked working on their own, wanted to be own boss, etc.

o Are they married? If so, wife’s name and any children’s names

• Description of Business

o When it was started

o How it was started

o Focus/mission of business

o What they sell or service provided

o Net Worth of business

o Location of business

• 5 Other Interesting Facts about the entrepreneur and/or their business

\*\*Make sure you include where you find your information and pictures. We need to make sure we are giving credit, when credit is due.

After you complete your research, you need to use this research to complete several different items. You will be presenting your famous entrepreneur to the class through the use of a podcast and a poster and need to create at least two quiz questions about your entrepreneur.

**Quiz Questions**

You need to create at least two ‘quiz’ questions about your entrepreneur. These questions can not be – “What is the name of my entrepreneur?” They need to be thought provoking and grade level appropriate. For example – “What is the net work of McDonalds?”

I will be putting everyone’s questions into a worksheet that you will be completing as your listen to each others’ podcasts.

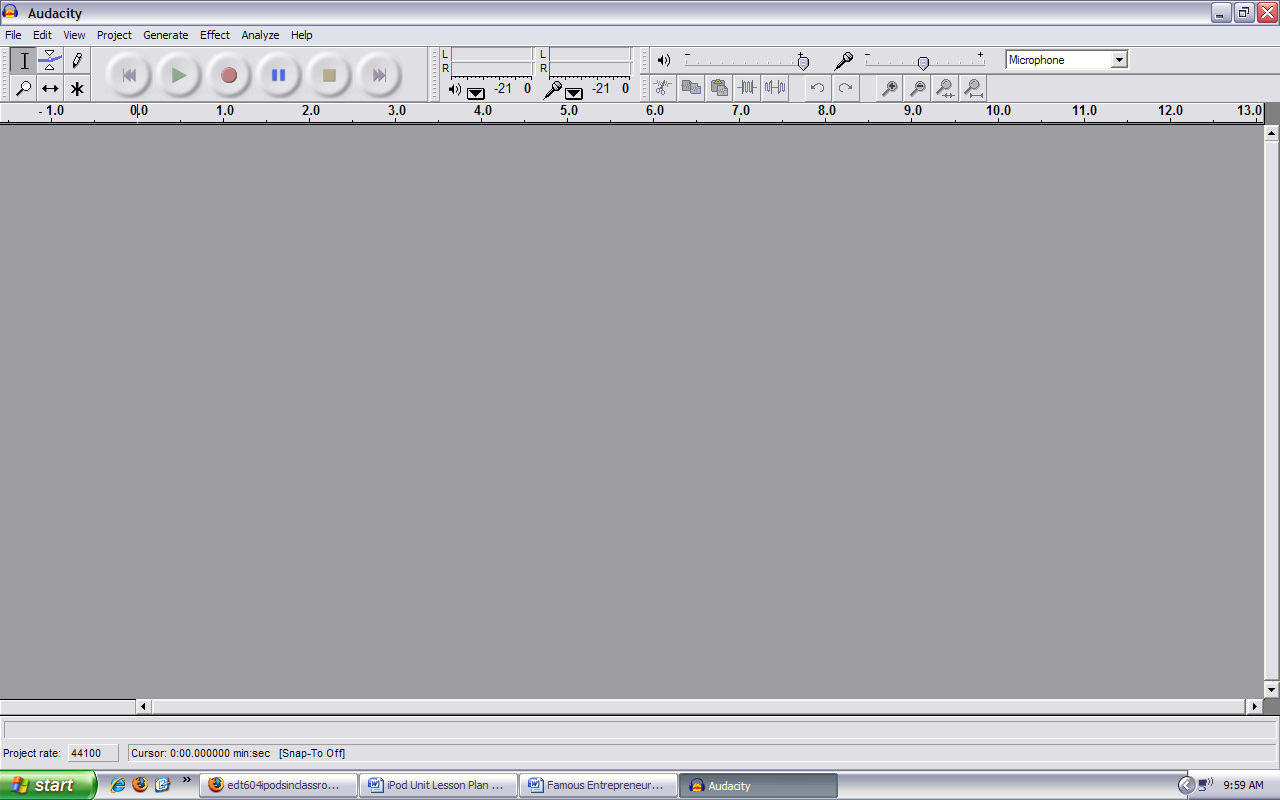
**Poster**Your poster needs to include a picture of your entrepreneur and a list of websites, books, etc. where you got your information from. You will be scanning this poster onto your computer. It will display on the iPod as your podcast is playing.

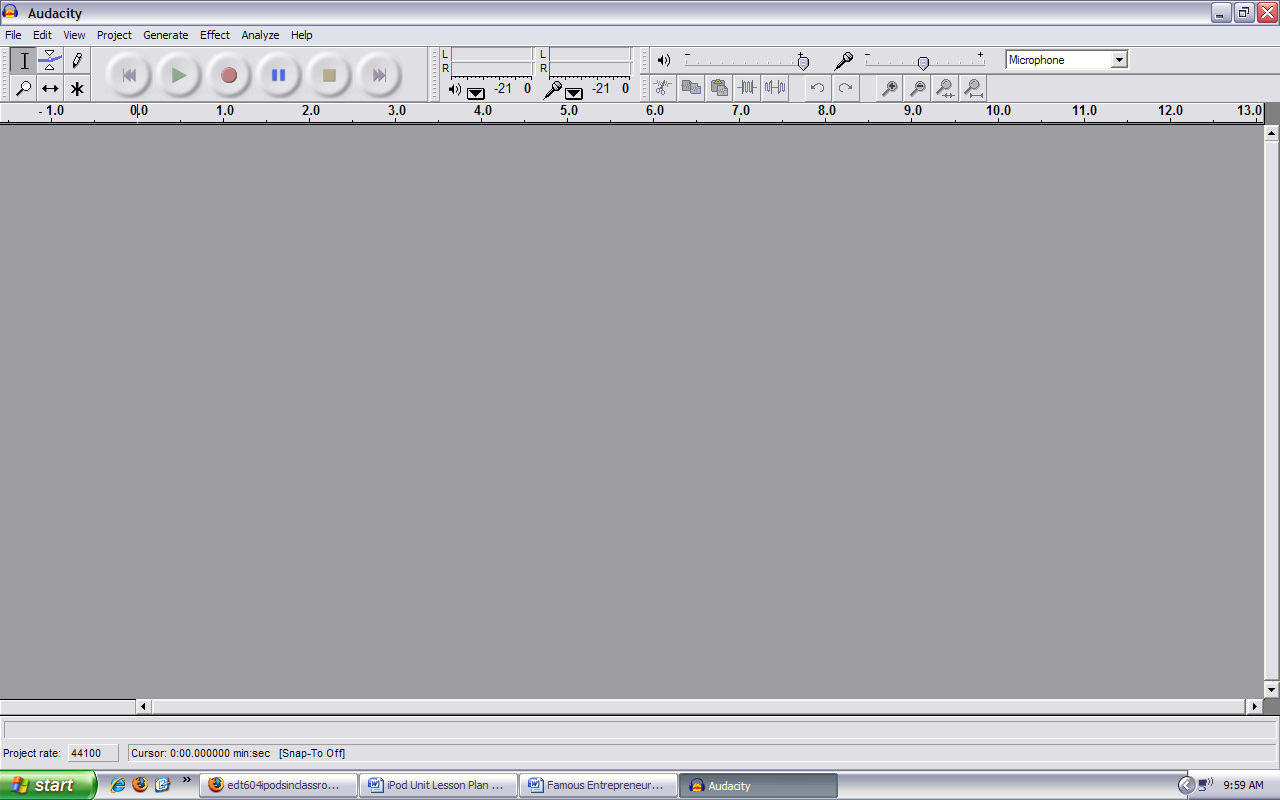
**Podcast**

Your presentation will be in the form of a podcast. You will do all of your research and then instead of speaking in front of the class, you will record your presentation, convert it to an MP3 file, and then download it onto an iPod.

It is a good idea to have some sort of a script before you start creating your podcast. Write or type out what you want to say so that you are not stumbling as you are recording. It will save you time in the long run.

Creating a Podcast

1. Open up the Audacity Software on your computer and make sure your microphone is connected to the computer.
2. At the top of the window are your recording controls.
3. Click the ‘Record’ button and start recording your presentation.
4. When you are done click the ‘Stop’ button and listen to your presentation.
5. If you need to cut out some ‘Umms’ or other parts use the following tools:



1. Next, add some music to your podcast.
   1. Go to [www.freeplaymusic.com](http://www.freeplaymusic.com)
   2. Find a song you like – remember to choose a song with no words.
   3. Save the song to your computer.
   4. Insert it into your podcast.
      1. Project – Import Audio
2. Listen to your podcast with the music and adjust volume levels as necessary.
   1. Highlight what needs to be amplified
   2. Go to Effects – Amplify
   3. Only increase a little at a time, playing it after each increase to see the results.

Saving a Podcast

1. Save the Project first in the Entrepreneur Podcast Folder
   1. File – Save Project
   2. Find the Entrepreneur Podcast Folder in the Q Drive
   3. Save it as the name of your entrepreneur
2. Convert the file to an MP3 file
   1. File – Export as MP3
   2. Find the Entrepreneur Podcast Folder in the Q Drive
   3. Click ‘Save’ and then ‘Yes’ in the box that appears.
   4. Find the ‘Lame\_enc’ file in the Entrepreneur Podcast Folder and click on it.
   5. Click ‘Open’.
   6. Your file is now saved as an MP3. To listen to it, find it in the Entrepreneur Podcast Folder and double click on it.

Famous Entrepreneurs in History Project Rubric

INTRO TO BUSINESS Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- |
| **Criteria Points** | **Earned** |
| 1. History – 5 pts.   * Date of birth * Where did they go to school * What was their motivation to become an entrepreneur * Are they married? If so, wife’s name and any children’s names |  |
| 2. Description of Business – 6 pts.   * When it was started * How it was started * Focus/mission of business * What they sell or service provided * Net Worth of business * Location of business |  |
| 3. Interesting Facts – 5 pts.   * Fact 1 * Fact 2 * Fact 3 * Fact 4 * Fact 5 |  |
| 4. Completion of Podcast – 14 pts.   * Used work time appropriately (5 pts) * Created a quality project – was not completed in a hurry, creative. (3 pts) * Can understand what you are saying (3 pts) * Volume of music and voice audio are good (3 pts) |  |
| 5. Poster & Quiz Questions – 6 pts.   * Included a picture * Included citation of sources used * Questions were thought provoking and appropriate (4 pts) |  |
|  | Total Points (36 pts.) |
| Comments: | |